

# ROLE PROFILE



Role profile		
Title	Economic Development Manager (Innovation & Business Relationships)	
Grade	GRADE I	
Reference:	NI7IAI480	
Reports to:	Inward Investment & Enterprise Manager	
Work style Definition	Office based hot-desk/touch down worker	
Primary purpose of role	To increase investment in Plymouth through developing key projects and maintaining relationships with key businesses and new investors	
Key accountabilities and key measures	<p><b>Role outcomes</b></p> <ul style="list-style-type: none"> <li>▪ Create and lead strategic partnerships to develop new innovation and business support projects and business clusters which deliver significant, long term growth and strategic advantage to the city (20%)</li> <li>▪ Build and maintain relationships at CEO/Director level with key businesses across the city providing them with expert support to help them grow. This includes support to the Naval Base, Devonport and other high tech, high value businesses. (20%)</li> <li>▪ Lead projects (such as Digital Plymouth, The Marine Business Technology Centre and South Coast Marine Cluster) that make Plymouth more attractive to inward investment. (20%)</li> <li>▪ Lead a team of Economic Development Officers to deliver a Business Relationship Programme and account manage a portfolio of businesses. (20%)</li> <li>▪ Develop and maintain expert knowledge of: funding and support for innovation, digital connectivity, business support and skills, the offer available to high tech businesses within the city and region through the research base,</li> </ul>	<p><b>Role measures</b></p> <ul style="list-style-type: none"> <li>▪ Demonstrate agreed additional income to Council per year e.g. increased business rates through attracting new businesses and helping existing businesses to grow.</li> <li>▪ Target support 60 businesses through business visits per year.</li> <li>▪ Attract private sector investment into the city.</li> <li>▪ Deliver externally funded projects, on time and to budget.</li> </ul>



Plymouth City Council is committed to providing access, adaptations and alternatives wherever possible, to enable people with disabilities to fulfil the criteria for and to carry out role duties.

	and of the local business base 20%	
<b>Key activities</b>	<p><b>Partnerships (30%)</b></p> <ul style="list-style-type: none"> <li>▪ Create (and lever significant long term value from) strategic public/private partnerships and where appropriate create high value business clusters in the city and across wider geographies to fulfil the Local Economic Strategy, Regional Smart Specialisation Strategies and National and European technology strategies.</li> <li>▪ Work with national stakeholders (e.g. UKTI, BIS, Innovate UK) to develop investment propositions.</li> </ul> <p><b>Stakeholder management (30%)</b></p> <ul style="list-style-type: none"> <li>▪ Lead and develop clusters and, working across teams, develop the investment offer for high value sectors e.g. development of the Blue Tech Sector: creating a nationally significant in sea test range in Plymouth and a South Coast Marine Cluster – South Yard, and development of health and bio medicine – Science Park.</li> <li>▪ Reporting to the Plymouth Growth Board, lead the implementation and coordination of partners to deliver the action plan for one of the five priority programmes within the Local Economic Strategy: Digital Plymouth. To include project management of a capital project to deliver free Wi-Fi to the city centre and waterfront and delivery of Central Government initiatives around connectivity such as Connection Vouchers.</li> <li>▪ Develop expert knowledge of digital connectivity and technology and promote and champion its exploitation (using appropriate communication styles and media) to the city, its businesses and citizens to act as a strategic cross cutting enabler for economic development. You will be required to manage complex and often difficult, high value relationships with senior members of staff across a variety of local, regional and national organisations (LEP, business, Chambers, University).</li> </ul> <p><b>Inward investment (25%)</b></p> <ul style="list-style-type: none"> <li>▪ Attracting and negotiating significant levels of private sector investment.</li> <li>▪ This role requires managing the complexity of co-ordinating bids for funding, draft calls for funding and score bids. It is important that appropriate measures are maintained to manage conflict of interest. It will be critical to deliver funding to reduce the burden on PCC of service delivery including for this post.</li> </ul> <p><b>Staff management and leadership (15%)</b></p> <ul style="list-style-type: none"> <li>▪ Managing and coach staff to deliver high profile delivery including carrying out 1:1s, appraisals, allocating resources, setting and monitoring targets and performance and managing attendance.</li> <li>▪ Provide proactive leadership on behalf of the city in a wide range of local, regional and national organisational groups and projects including chairing senior level meetings.</li> <li>▪ Carry out other duties appropriate to the grade of the post.</li> </ul>	

<p><b>Essential qualifications/ knowledge</b></p>	<ul style="list-style-type: none"> <li>▪ Degree equivalent or significant experience at a public sector middle management level in a relevant profession (marketing, planning or economics).</li> <li>▪ Eligibility for membership of relevant professional organisation (eg IED).</li> <li>▪ Knowledge of local and national partners who have a vested interest in investment, technology and innovation eg UKTI, Innovate UK, Research Base.</li> <li>▪ Understanding of investment drivers for businesses and marketing.</li> <li>▪ Understanding of current technology trends and drivers pertinent to key sectors.</li> <li>▪ Experience of aligning internal and external partners (public and private) behind shared priorities</li> <li>▪ Experience of building networks and partnerships across all sectors</li> <li>▪ Ability to identify and apply creative methodologies to maximise opportunity and impact.</li> <li>▪ Experience of establishing effective communication channels with project partners to ensure agreed targets are delivered to time.</li> </ul>
<p><b>Desirable qualifications/ knowledge</b></p>	<ul style="list-style-type: none"> <li>▪ Prince 2, Association of Project Management or other project or programme management training.</li> <li>▪ Knowledge of state aid rules and their application.</li> <li>▪ Knowledge of the principles of business management and marketing.</li> <li>▪ Knowledge of Plymouth’s economic profile and opportunities.</li> </ul>
<p><b>Essential experience</b></p>	<ul style="list-style-type: none"> <li>▪ Significant experience securing investment, and the specialist funding and support available for innovation preferably working across the public and private sector</li> <li>▪ Entrepreneurial flair to self-fund and resource project activity without direct PCC funding</li> <li>▪ Extensive experience of simultaneously managing numerous multi-funded substantial projects (£3 million plus) with their competing requirements on time and to deadline.</li> <li>▪ Previous experience of designing and delivering successful promotions and/or business engagement plans targeting a variety of stakeholders – preferably to include high value businesses</li> <li>▪ Track record of negotiating and closing deals at CEX/Director level with a value greater than £3 million</li> <li>▪ Leading, initiating and inspiring complex public/private partnerships with competing agendas, working at a CEO/Director level to deliver significant long term economic added value</li> <li>▪ Influencing, creating, and securing agreement with senior partners and overseeing the delivery of significant and complex programmes of activity on time and to budget</li> <li>▪ Reporting complex information to senior managerial staff and stakeholders including writing and presenting significant investment and project propositions.</li> <li>▪ Collating, analysing, interpreting and presenting information for funding bids, cabinet reports and presentations to senior staff</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Substantial experience in a middle management role, of managing teams, conflict, and change</li> </ul>
<b>Desirable experience</b>	<ul style="list-style-type: none"> <li>▪ Securing EU funds</li> <li>▪ Project management</li> <li>▪ Experience within high value, high tech organisations</li> <li>▪ Understanding of planning or property development</li> <li>▪ Plymouth's economic profile and opportunities</li> </ul>
<b>Essential skills</b>	<ul style="list-style-type: none"> <li>▪ Able to motivate and inspire while establishing a high levels of trust and credibility gained in a senior multi-stakeholder environment</li> <li>▪ Able to lead, influence and gain commitment from senior internal and external groups and stakeholders without the need for direct authority and control using a proactive, collaborative, consultative approach.</li> <li>▪ Diplomacy – you will be expected to work with senior directors and managers of key businesses and investors and make independent decisions as to the merit of sharing sensitive commercial information</li> <li>▪ Senior level partnership building and leadership skills and the ability to influence, negotiate and align internal and external partners behind the LEP and Plymouth City Council inward investment priorities.</li> <li>▪ Ability to deliver clear, professional written and verbal reports, advice and presentations on complex technical subject matter to senior managers, councillors, LEP Board and Local Authorities across the area and represent business clusters and the council nationally and internationally, (and to vary style and means of delivery accordingly)The ability to independently negotiate solutions in complex situations with a variety of sometimes challenging senior external stakeholders</li> <li>▪ A high level of IT literacy and understanding of how to implement technology to improve business function.</li> <li>▪ A knowledge of issues relating to data protection.</li> <li>▪ Good keyboarding skills using MS Outlook, Word, Excel and Powerpoint to produce emails, documents, spreadsheets and presentations.</li> <li>▪ Driving licence</li> <li>▪ Ability and willingness to travel internationally</li> </ul>
<b>Corporate standards</b> <ul style="list-style-type: none"> <li>▪ In accordance with Council policies and guidance on information management and security, it is your personal responsibility for data protection, client confidentiality and information governance.</li> <li>▪ Act at all times in accordance with appropriate legislation and regulations, codes of practice, the provisions of the Council's constitution and its policies and procedures.</li> <li>▪ Work within the requirements of the Council's Health and Safety policy, performance standards, safe systems of work and procedures.</li> <li>▪ Undertake all duties with due regard to the corporate equalities policy and relevant legislation.</li> </ul>	